

Reading for Women and all the Family



Life's Problems Are Discussed

BY MRS. WILSON WOODROW

While on a brief visit to another city a friend of mine introduced me to a girl who had for a number of years been studying the art of gem-setting. She had pursued it because of her love for it and because she possessed a special aptitude, but with no idea of using it commercially.

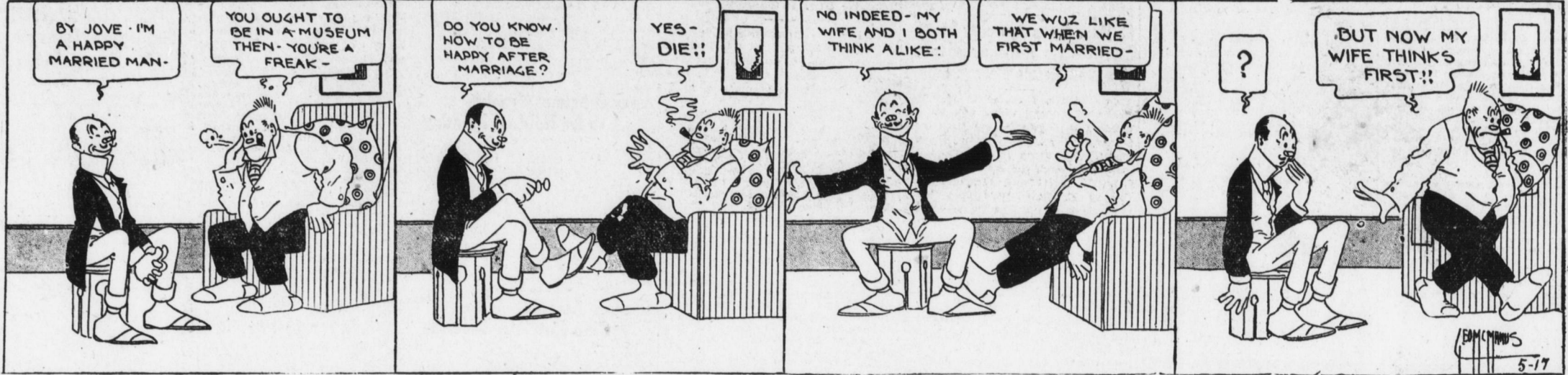
Then her father suffered a series of reverses in his business and lost almost everything he had. It was necessary for the girl to do her share in supporting herself and assisting the family, and naturally she turned to the craft to which she had given so much study.

Her work struck me as beautiful and unusual. An adorable pin of unique design and set with opals captured my fancy and I expressed my admiration. Back in my mind was the determination to have it, if I broke me.

"It's nice of you to like it," the girl said. "I think the design is attractive. But it seems awfully presumptuous in me to be actually starting out to sell my work. When I see the exquisite things that are done by real artists, my attempts look painfully amateurish. I am very far from possessing the skill and finish I hope to attain."

Now, please bear in mind that she had something to sell. I was a chance customer, who admired her work and had every intention of buying some of it. But this was the psychological effect of her words. A faint chill came over me. I hesitated and looked at the pin again, this time more critically. It was a pretty thing, but it was not

Bringing Up Father



especially cheap—not cheap enough to wear once or twice, and then throw aside. And, like any other purchaser, I like to get my money's worth.

Still, if the workmanship was crude and amateurish, why, I preferred to consider the matter a little further. I would rather pay a few more dollars and go to an establishment where I knew I was getting the best. I am not an expert on jewelry, and I had no way of gauging the merits of the ornament. So I decided to abandon my whim and not buy at all.

She lost a sale and I did not get a pin I really wanted. I was no longer in the purchasing mood. Now, on looking back over the matter, I think we were both fools.

I think, too, that I should have ignored the fact that I was a stranger to her, and then there should have told her frankly just what she had done. She might have considered me officious, but if she had any sense at all she would have thanked me and have profited by the experience.

I ought to have said to her: "You have made a psychological blunder this morning, and if you continue to repeat it you will certainly land in the ditch of failure. That self-deprecating attitude is fatal to success. It is far better to be bumptious than too humble."

"If you do not consider your work worthy you have no business to be trying to sell it. It would also be stupid of you to attempt to do so. For you can't fool all of the people all of the time. And you would sooner or later have to retire ignominiously from your particular field."

"But if you have a real aptitude for your work and have wrought

faithfully and sincerely and it pleases your customers enough for them to be willing to pay a good price for it, you should do everything in your power to increase their interest and enjoyment in their prospective purchase.

"When you saw that I admired that pin, you should have called my attention to the excellence of the stone. You should have pointed out the originality of the design, and have told me an interesting little story of how you got your idea of it, or from what famous piece it was copied. You should have enhanced its value in my eyes in every possible way, and have sent my away both pleased and proud that I had managed to secure it."

In a sale there are two persons to be considered, the buyer and the seller. If the seller is indifferent and uninterested the buyer departs with his purchase dissatisfied and discontented. It has lost value in his eyes. And the next time he starts out on a buying expedition he will go to another shop where someone's interest and enthusiasm is shown in supplying his wants.

I really do not know which a purchaser resents most, to have articles languidly laid out before him as if the salesman or saleswoman were too bored to care whether they were bought or not, or to be hypnotized by a false show of enthusiasm into buying inferior things. Either one is fatal.

Every situation which we encounter in this journey of life has its psychology. Upon our grasp of that fact depends our success or failure. The subject is worth all the study we can bring to bear upon it.

"Church of America" Is Presbyterian Plan

Columbus, O., May 17.—An organized union of all evangelical churches of the country, under the name "The Church of America," will be one of the most important overtures presented to the General Assembly of the Presbyterian Church North, which opened here to-day.

No obstacle is in sight to prevent the General Assembly from voting in favor of a reunion of the Northern and Southern branches of the Presbyterian Church, which have been separated since the Civil War.

WORKS AND SWEEPS IN FLAG

Springfield, Ill.—Because he is alleged to have refused to make donations to the Red Cross, J. W. Ryngaert, a grocer of Athens, is selling his goods with an American flag wrapped about his shoulders.

Ryngaert was visited by a delegation of citizens and compelled to kiss the flag. The emblem was wrapped about his shoulders with orders that he sleep in it and wear it.

THE FOUR OF HEARTS

A SERIAL OF YOUTH AND ROMANCE

By VIRGINIA VAN DE WATER

CHAPTER LV

(Copyright, 1918, Star Company)

Mr. and Mrs. Livingstone had tickets for the theater this evening. Therefore, soon after dinner, the car came for them and they went away, leaving Cynthia alone.

"You will not be lonely, however," Mrs. Livingstone remarked, smilingly. "For the Prince Charming will be here soon. I know you and he have much to talk about these days, for the wedding is drawing rapidly near. And under such conditions young people find their plans a never-failing subject of conversation."

The face into which she looked did not flush. Indeed, the matron fancied for a moment that it had paled slightly. Cynthia was peculiar, she reflected. She, Mrs. Livingstone, would feel easier when the wedding was over. She had worked hard to bring about this match. She was sure, of course, that it would come off all right, and yet the prospective bride appeared so unenthusiastic and non-committal.

Cynthia, left to her own devices, walked uneasily up and down the drawing room, then strayed into the library. The fire was not lighted here, for the evening was mild. The shaded lamps made the room very attractive and cozy, but she did not sit down. A spirit of restlessness possessed her.

She went out into the hall and glanced up the stairs. Was Dora awake? As if in answer to her question, Marie, Mrs. Livingstone's maid, appeared in the door leading to the rear of the house.

"Miss Dora's bell's just rung," she remarked. "I'll go up and see what she wants."

"Don't bother, Marie—I'll go myself," Cynthia said. "If she wants you, I will ring again."

"Oh, Cyn, is that you?" Dora asked as her cousin came into her room. "I rang for Marie just to find out where you were."

"I'm glad I came instead of Marie, then," Cynthia rejoined. "Do you want something to eat, dear?"

"No," Dora answered with a little shudder of disgust. "Mother made me some toast and tea before I went to sleep. I have had a long nap, and my head is better. What are you doing this evening?"

"Nothing just now. Gerald is coming later. Is there anything I can do for you before then?"

"Yes," Dora admitted. "Come and sit down here in the dark by me and talk to me. I'm awfully lorn."

"Are you sure I won't make your head worse?" Cynthia queried.

"Your mother wants you to keep quiet."

"You will not make my head worse, and I don't care what Mother wants," Dora retorted. "What she does not know won't hurt her. And she won't know you have been with me."

"Cynthia drew a chair up to the side of her cousin's bed. "I am sorry you have been suffering so, dear," she sympathized.

"Oh—Cyn—it's not my head that hurts," the girl exclaimed. "It did ache, I acknowledge. But that was only because I was so unhappy. I may as well say it frankly—for I let

Who Should Eat the Substitutes, We Or They?

There is a scanty supply of wheat in the world's bin. Somewhere the deficit must be made up by cutting down consumption, or, if necessary, by doing without until the new harvest shall bring in more. Shall the housewives of the allied countries be asked to accomplish this? Or shall America's homes assume this war-time responsibility?

Or shall we look upon this necessary readjustment of diet as the very smallest of war burdens and gladly spare them this?

Who can do it with the least inconvenience—they who are dependent on precarious shipping for their cereals, meats and fats, or we, who have plenty of non-wheat grains and an ample amount of other substitute foods?

Who can do it more easily—they who are paying \$100 to \$135 a ton for coal or who still have, in comparison with them, cheap and plentiful fuel?

Who can do it more easily—their whose incomes are reduced by war France: "You are used to burdens

pay the increased cost of the wheat substitutes?

Who can do it more easily—those women of England and France who are in the fields and factories, carrying on the work of their men, or we who are still in our homes? Upon your decision depends their efficiency in this war—our war.

NO ADVANCE IN PRICE

CHILDREN

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(Toilet Tips)

The method here suggested for the removal of superfluous hair is quick and certain and unless the growth is extremely stubborn, a single application does the work. Make a stiff paste with some powdered delatone and water; apply this to the hairy surface and after about 2 minutes rub it off, wash the skin and the hairs are gone. To avoid disappointment, be sure your druggist sells you delatone.

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DR. E. C. BRANCH

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To supply the needs of many who require home treatment for rupture. Anyone interested should call at Edison Hotel, 1000 Broadway, for information and examination. It will cost you nothing unless you want to be operated on. Don't let what can be done for you. It will cost you nothing to investigate.

Remember the date and place, May 17, 18, 19 and 20, and don't let anything keep you from seeing Dr. Branch while you have the chance. It will mean a great deal to you.

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A sale of the greatest import to well-dressed women because it involves the same exclusively styled, superior hand-tailored Coats for which THE GLOBE has always been noted.

No garments bought specially for this sale.

Coats at \$22.50 Heretofore Values to \$28.50

A collection of smart full belted and semi-belted styles of Heather Mixtures—Burella Cloths—Coverts and Gabardines—silk lined.

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Stunning coats of Wool Velour—Gabardines and Serges including blacks—some belted models, form-fitted and semi-loose effects—unusual collars to harmonize with the particular style of coat.

Coats at \$34.50 Regularly Values to \$45.00

A wide range of semi-fitted models with inverted pleated backs—man-tailored collar styles—double-breasted and half belted models—Coats of Tricot Cloths—Coverts—Gabardines—Wool Velours and English Whipcords.

Women's and Misses' Sweaters \$6.50, \$8.50 to \$12.50

No well-dressed woman's wardrobe is complete without a new Sweater. Beautiful creations in all the newest styles and weaves, including the popular Middy in the long models and some with purling at waist—Angoria trimmed.

Women's Leather Puttees

For motoring, motorcycleing and horseback riding. Best quality cowhide \$8.50; black patent leather \$15.00.

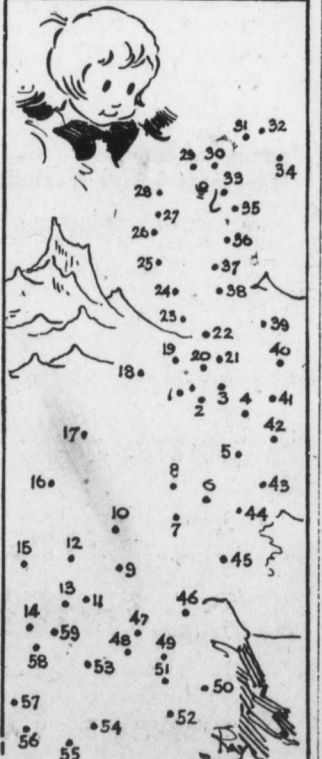
WOMEN'S COAT SALON, SECOND FLOOR

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The newest and smartest outer garments, of Jersey and Velvet—\$8.50 to \$13.50.

The Globe

Daily Dot Puzzle



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